

FIG. 1A

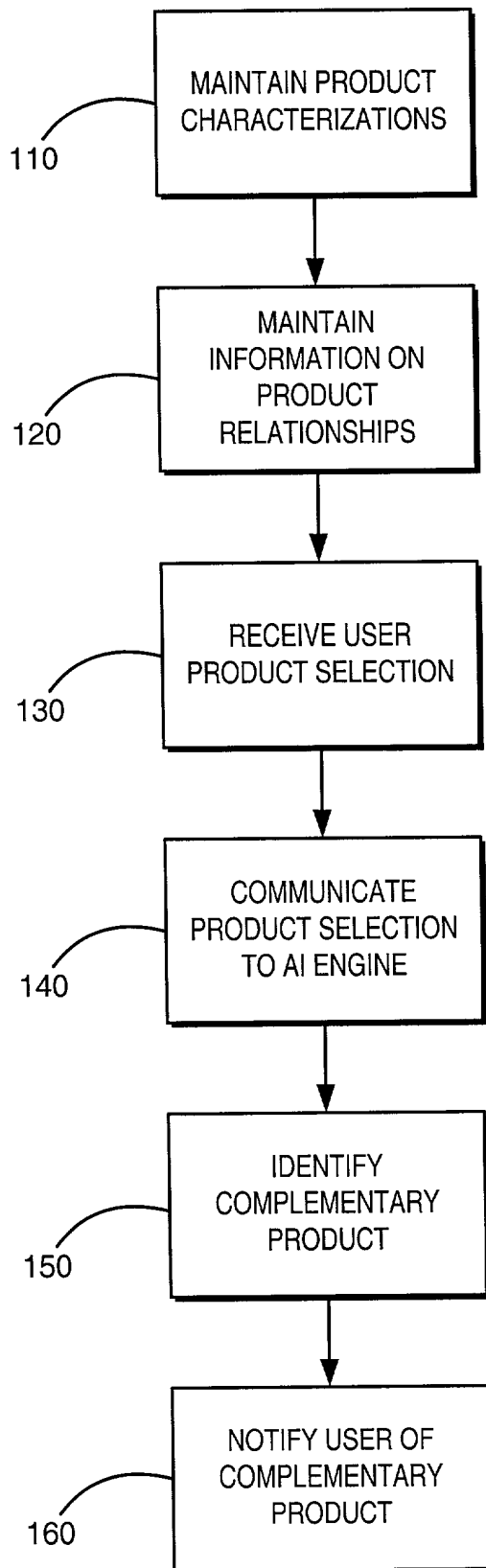


FIG. 1B

PERSONAL BEAUTY CONSULTANT

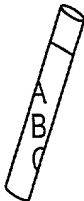
YOU HAVE SELECTED ABC'S RUBY RED LIPSTICK. BASED ON YOUR CONFIDENTIAL PERSONAL PROFILE, OUR COMPUTERIZED BEAUTY ASSISTANT HAS IDENTIFIED THE FOLLOWING COMPLEMENTARY PRODUCTS UNIQUELY CUSTOMIZED TO YOU!



ABC CREAM CONCEALED \$28.44

BUY NOW

LEARN MORE



ABC FIRE LIPLINER \$18.23

BUY NOW

LEARN MORE



ABC HYPER MASCARA \$14.94

BUY NOW

LEARN MORE



ABC HOT EYES EYESHADOW \$16.62

BUY NOW

LEARN MORE

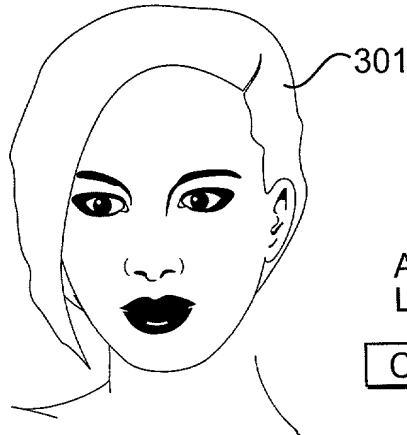
BACK

HOME

FIG. 2

PERSONAL CONSULTANT

YOUR SELECTION OF ABC'S RUBY RED LIPSTICK IS
DISPLAYED BELOW. CLICK ON A PERSONOLIZED PRODUCT
SELECTION TO SEE HOW RUBY RED LIPSTICK WILL LOOK
WITH COMPLEMENTARY PRODUCTS!



ABC RUBY RED
LIPSTICK

CHANGE LIPSTICK

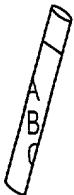


ABC CREAM CONCEALER \$28.44

APPLY TO IMAGE

BUY NOW

LEARN MORE



ABC FIRE LIPLINER \$18.23

APPLY TO IMAGE

BUY NOW

LEARN MORE



ABC HYPER MASCARA \$14.94

APPLY TO IMAGE

BUY NOW

LEARN MORE



ABC HOT EYES EYESHADOW \$16.62

APPLY TO IMAGE

BUY NOW

LEARN MORE

FIG. 3

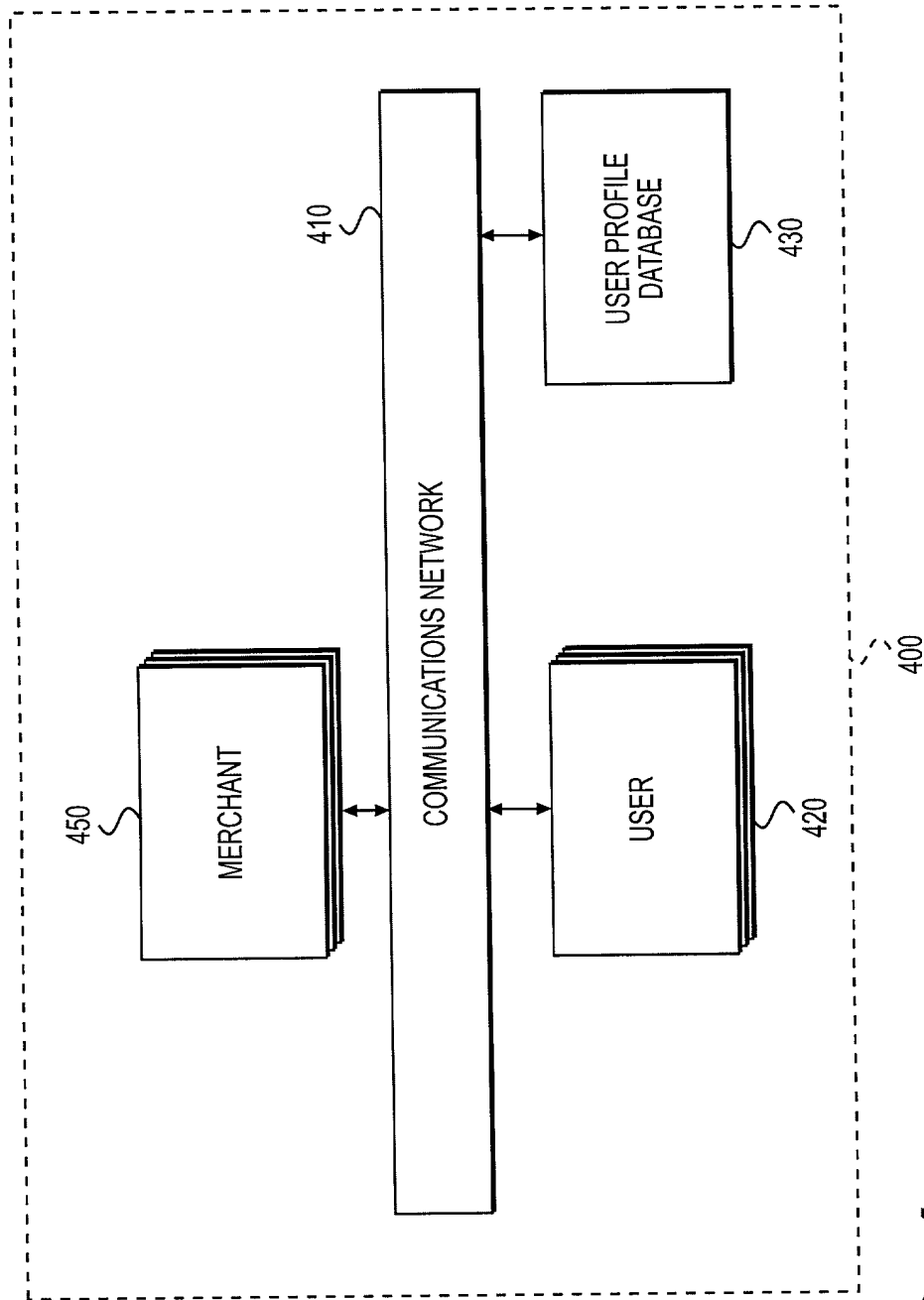


FIG. 4

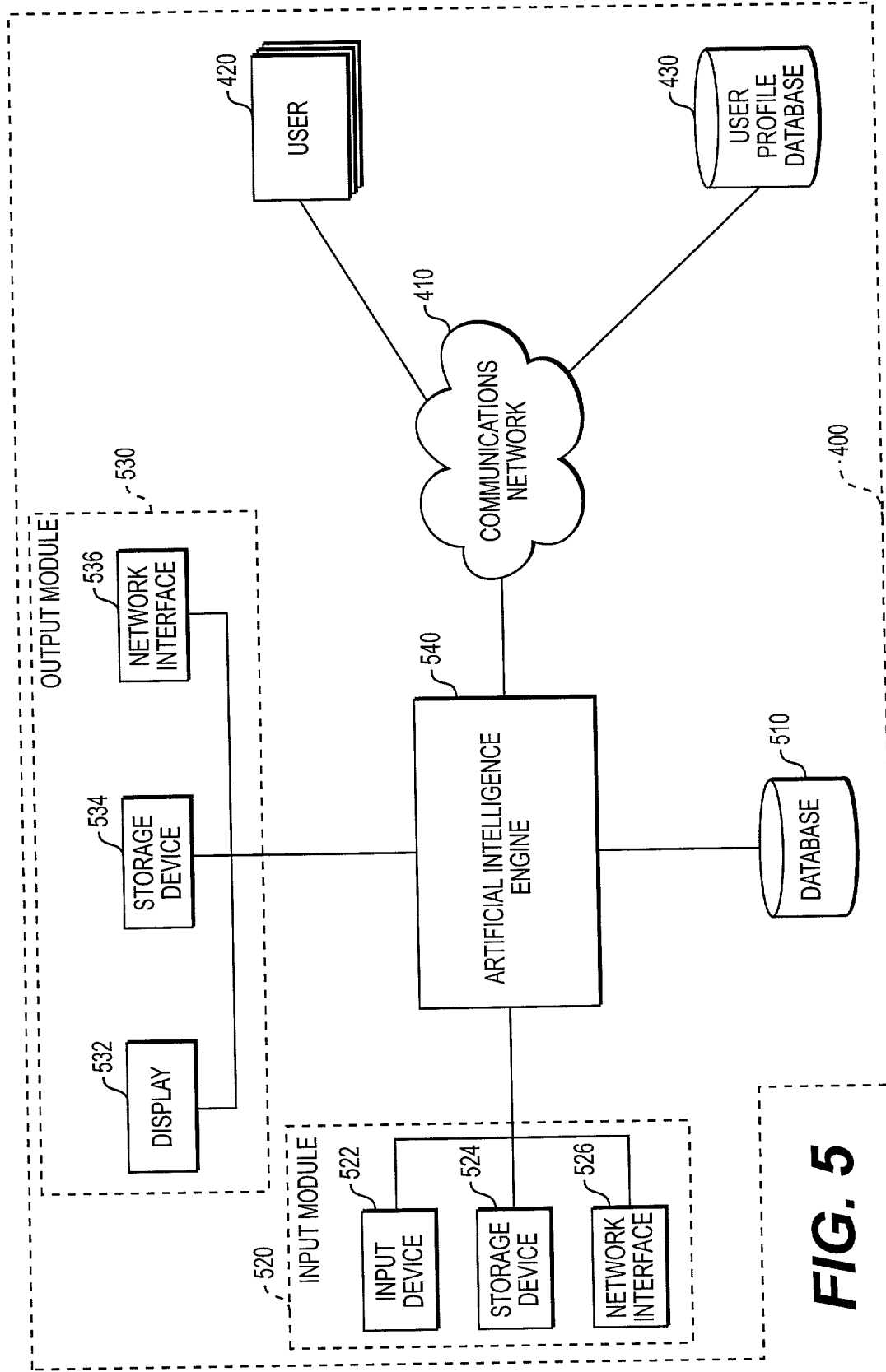


FIG. 5

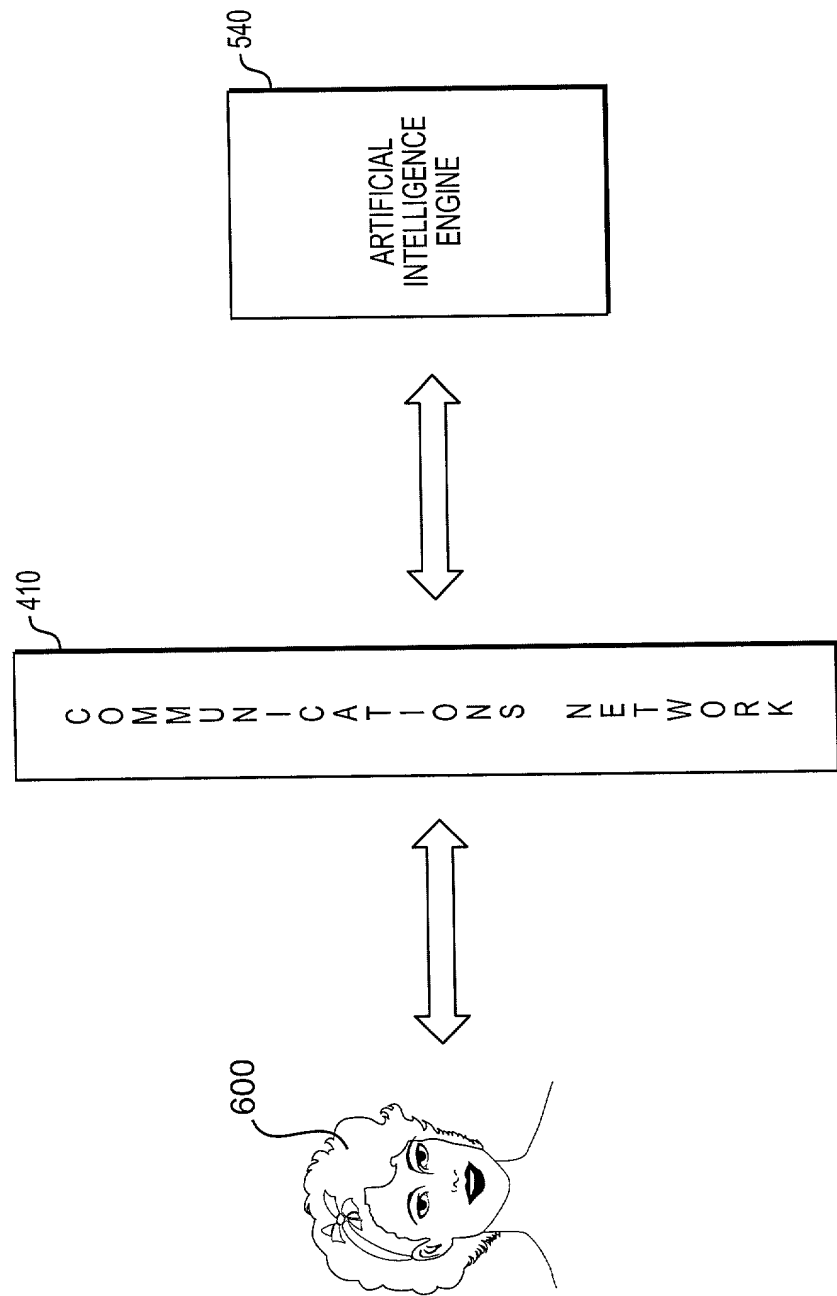


FIG. 6

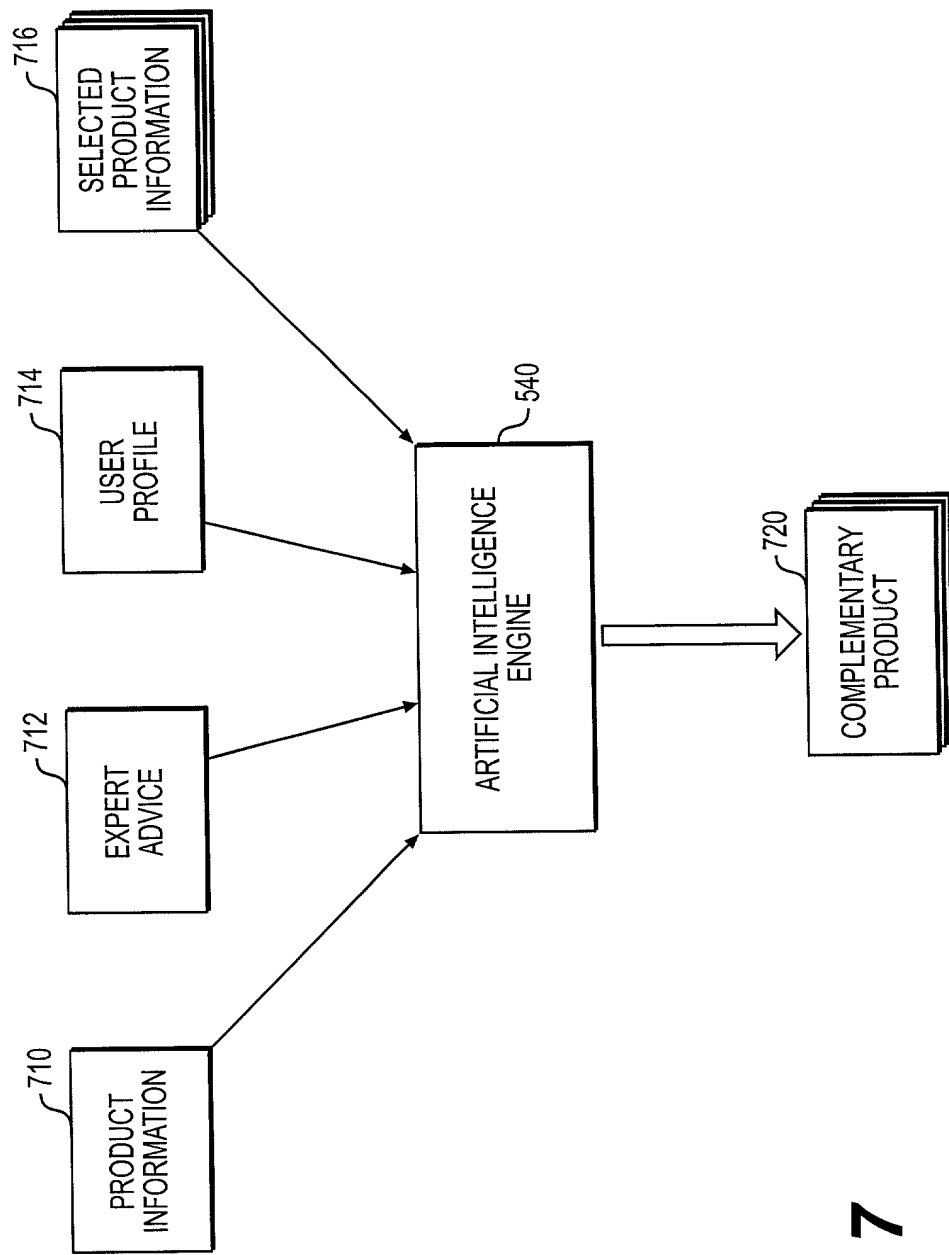


FIG. 7

PRODUCT INFORMATION

PRODUCT A

TYPE (SKINCARE, MAKEUP, HAIRCARE,) ACCESSORIES, APPAREL, ...

MAKEUP (LIPSTICK, FOUNDATION, EYE SHADOW, ...)

COLOR (RED, RUST, BROWN, PURPLE, ...)

COMPATIBLE SKIN TYPE (DRY, OILY, COMBINATION, ...)

COMPATIBLE SKIN TONE (LIGHT, MEDIUM, DARK, ...)

COMPATIBLE EYE COLOR (BLUE, GREEN, BROWN, ...)

COMPATIBLE HAIR COLOR (BLOND, BROWN, BLACK, ...)

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INTER-COSMETIC COMPATIBILITY (PRODUCT E,F,G, ...)

NON-COSMETIC COMPATIBILITY (PRODUCT X,Y, Z,...)

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•

•

PRODUCT Z

FIG. 8

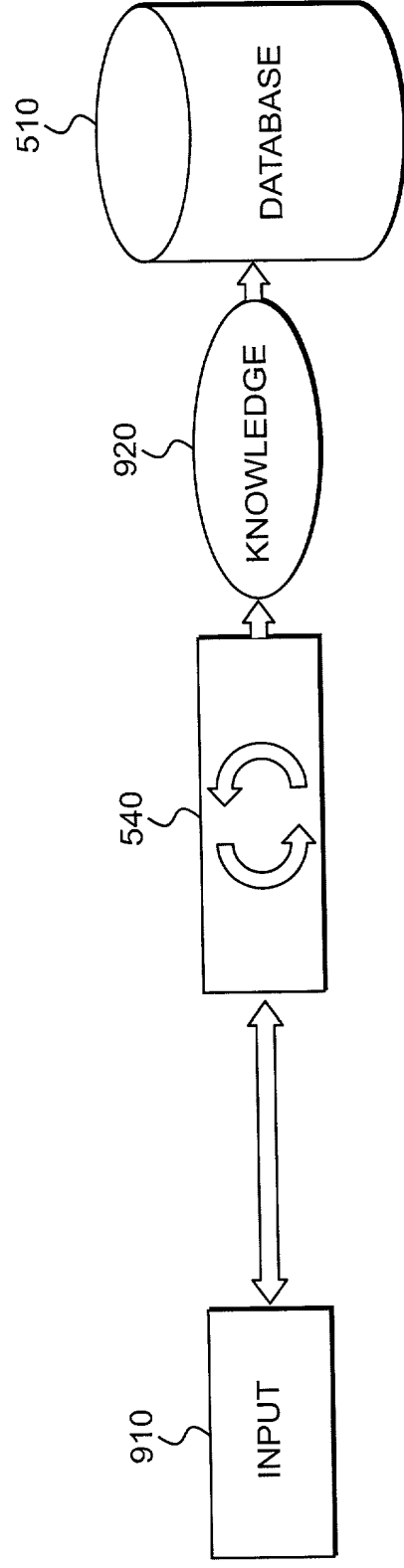


FIG. 9

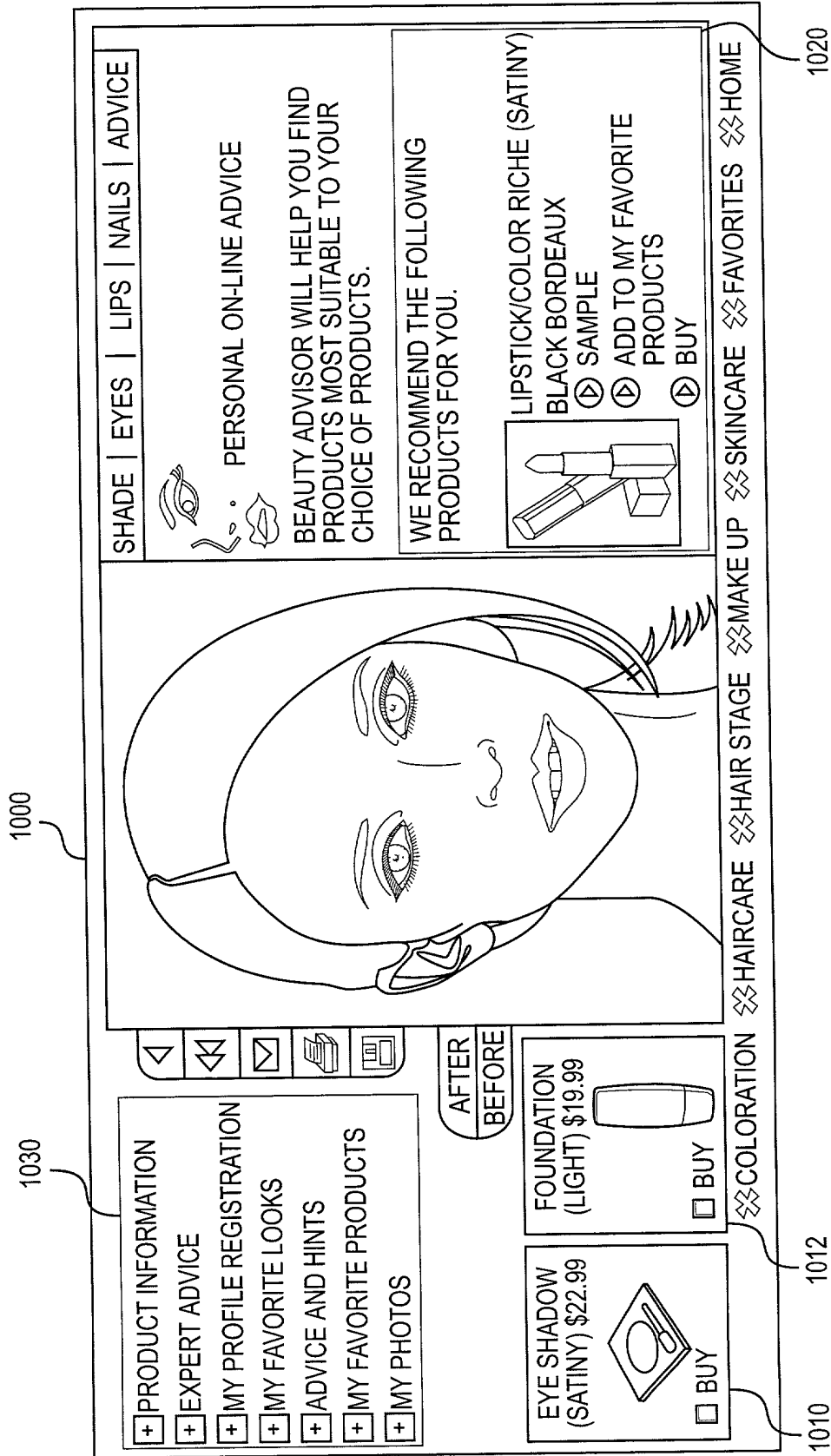


FIG. 10

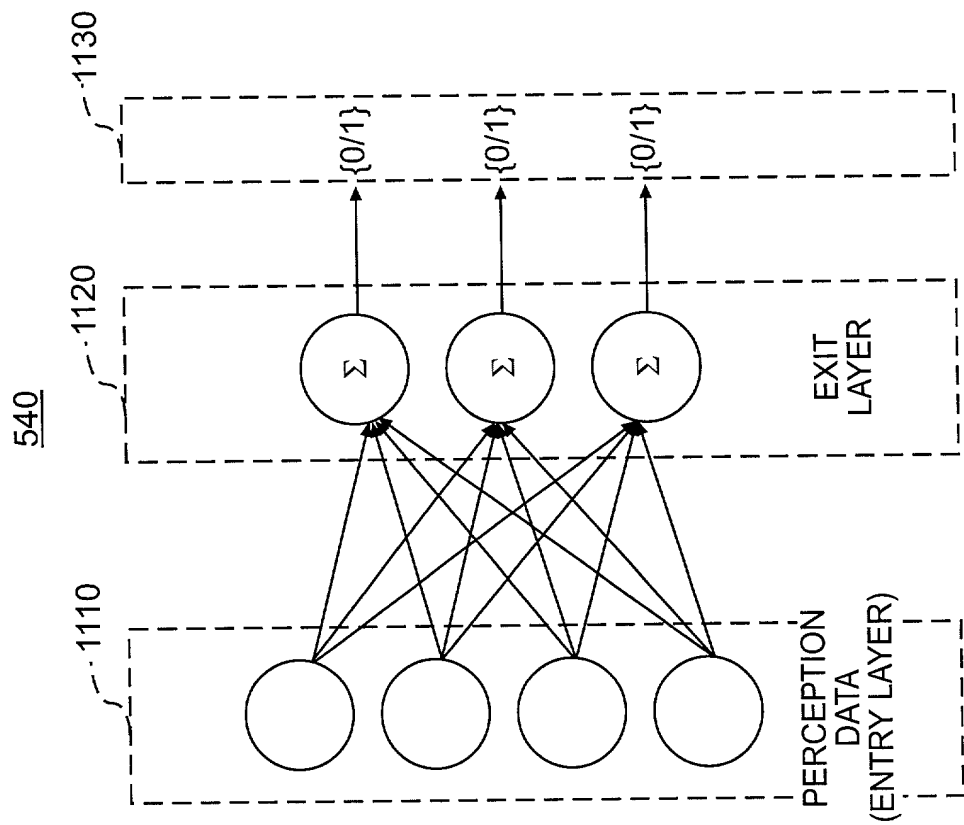


FIG. 11

540

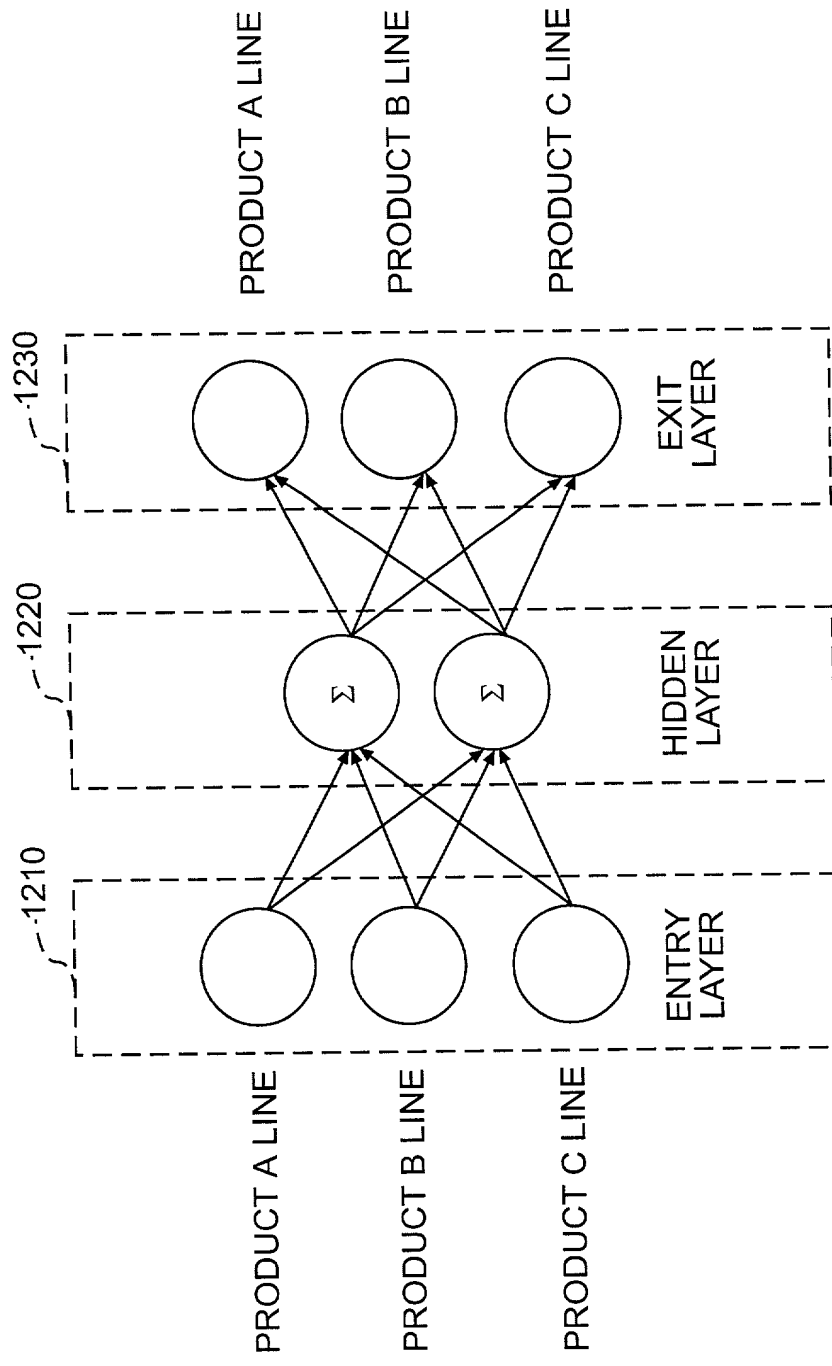


FIG. 12

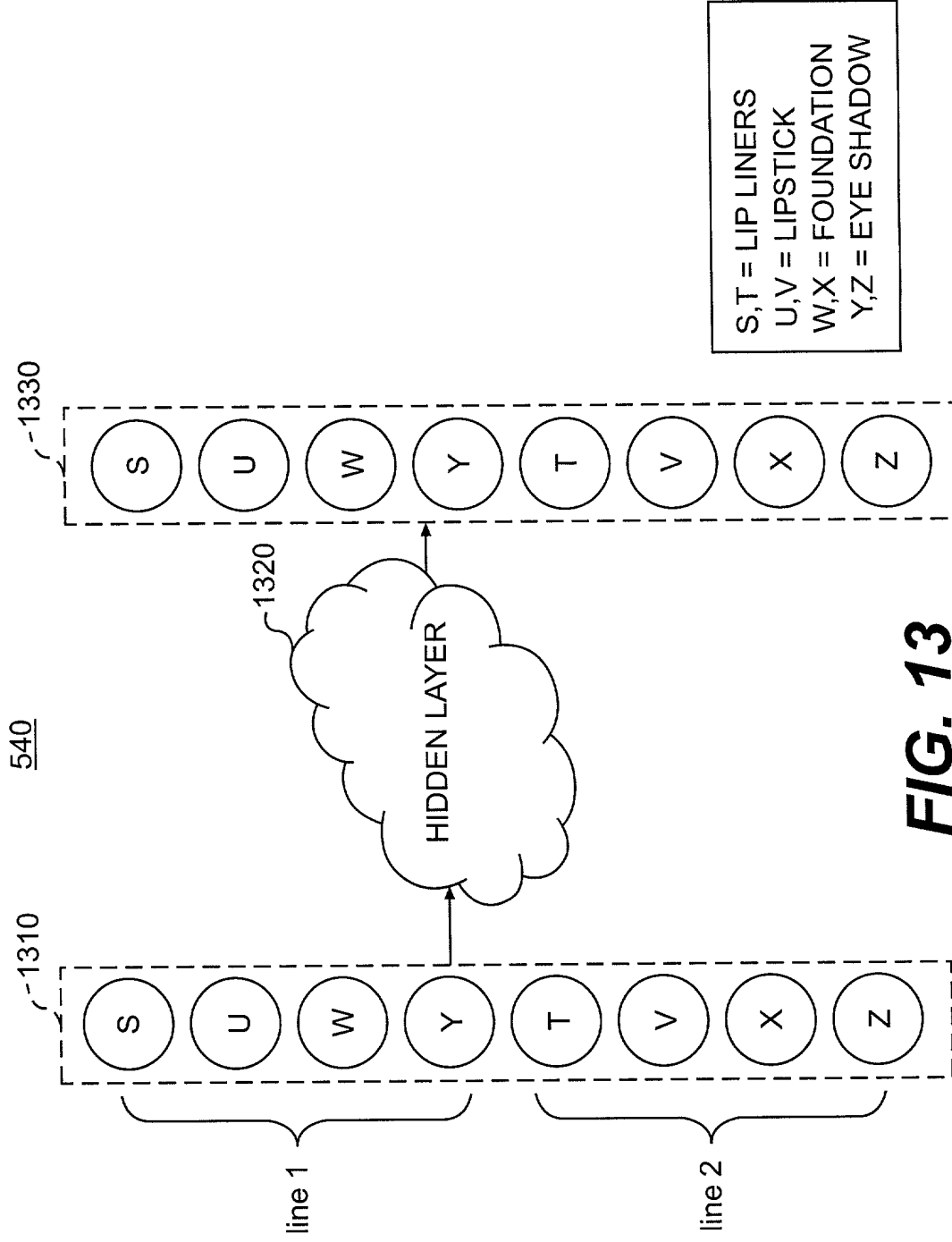


FIG. 13

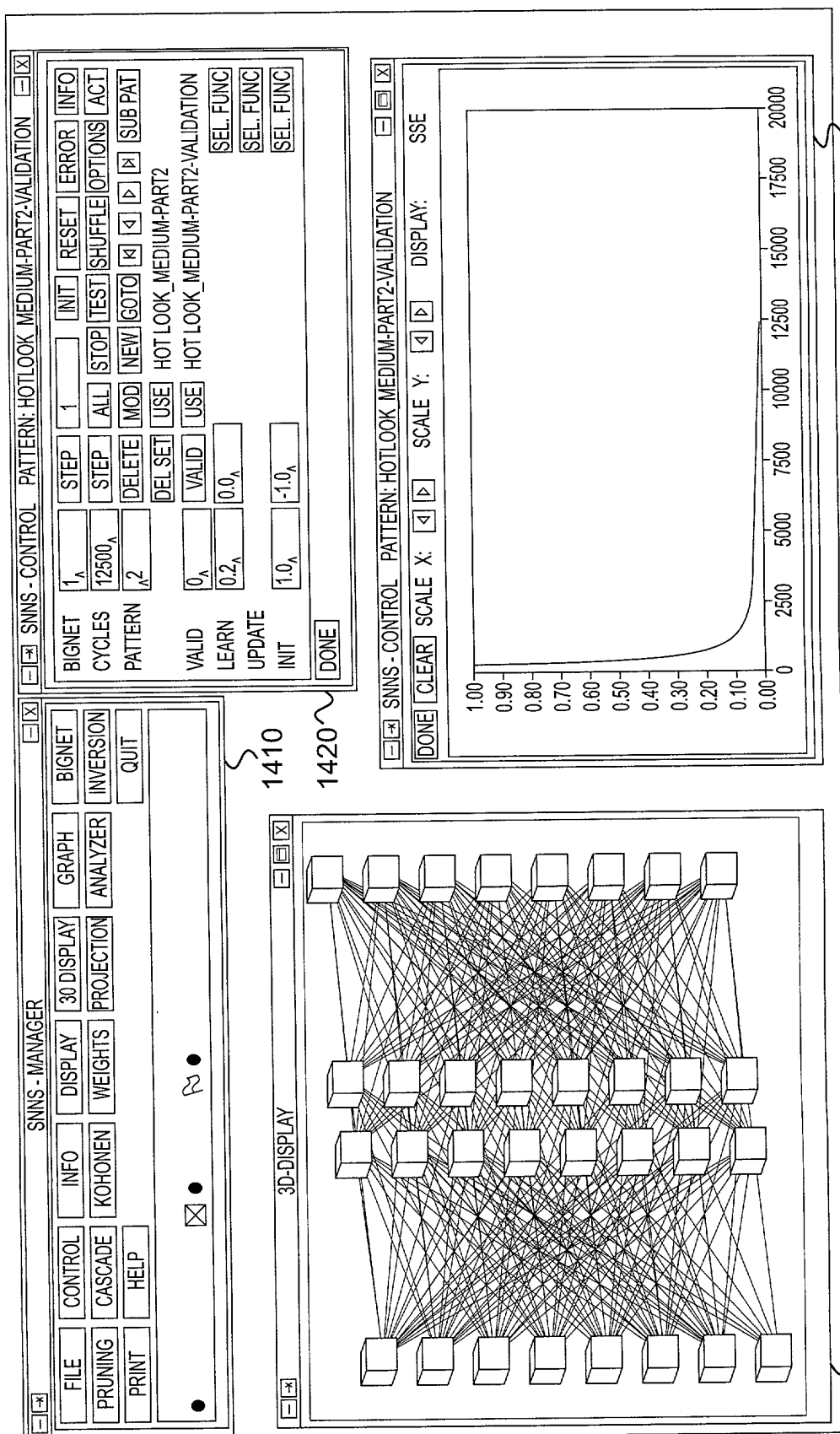


FIG. 14

1440

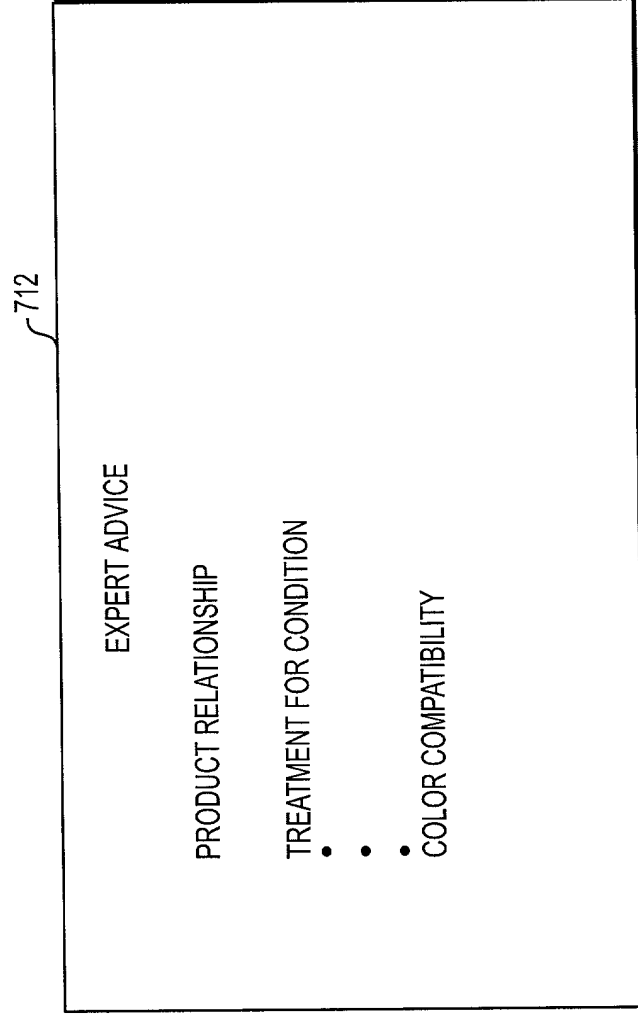


FIG. 15

USER PROFILE

GENERAL

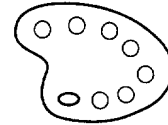
NAME

AGE UNDER ☐ 15-19 ☐ 20-24 ☐ 25-29... ☐ 75-79 ☐ 80+
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

BODY CONDITIONS

SKIN TYPE ☐ DRY ☐ COMBINATION ☐ OILY ☐ VERY OILY

SKIN TEXTURE

SKIN TONE ☐ LIGHT... ☐ DARK ☐ CHOOSE FROM COLOR PALETTE

WRINKLES

HAIR COLOR ☐ BLOND ☐ BROWN... ☐ RED ☐ BLACK ☐ CHOOSE FROM COLOR PALETTEHAIR STYLE ☐ VERY SHORT ☐ SHOULDER LENGTH... ☐ VERY LONGHAIR CONDITION ☐ DRY ☐ OILY... ☐ PERMED ☐ DRYEYE COLOR ☐ BLUE ☐ BROWN... ☐ HAZEL ☐ CHOOSE FROM COLOR PALETTEFACIAL SHAPE ☐ ROUND ☐ OVAL... ☐ SQUARE

•
•

SPECIAL CONDITIONS ☐ ALLERGY... ☐ OTHERS

DEMOGRAPHICS

REGION ☐ EAST COAST... ☐ WEST COASTCLIMATE ☐ HOT ☐ HUMID ☐ DRY ☐ SUNNY

•
•

LIFESTYLE ☐ ACTIVE ☐ OUTDOORS ☐ SPORTS... ☐ SEDENTARY

PREFERENCES

COSMETIC COLOR (HAIR, LIPSTICK, ... BLUSH)

APPAREL COLOR (TOP, ... SKIRT)

ACCESSORY TYPES (EARRINGS, ... NECKLACE)

PRODUCT TYPES (SKINCARE, MAKE-UP,...)

•
•

PREFERRED BRANDS (LANCOME, L'ORÉAL, ...)

FIG. 16

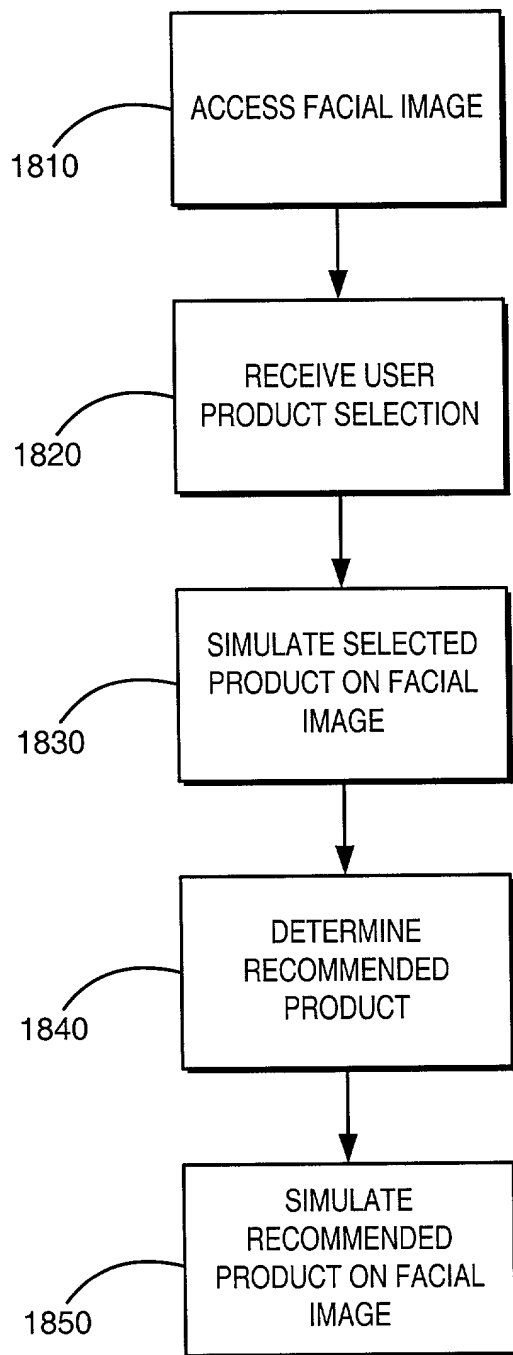


FIG. 18

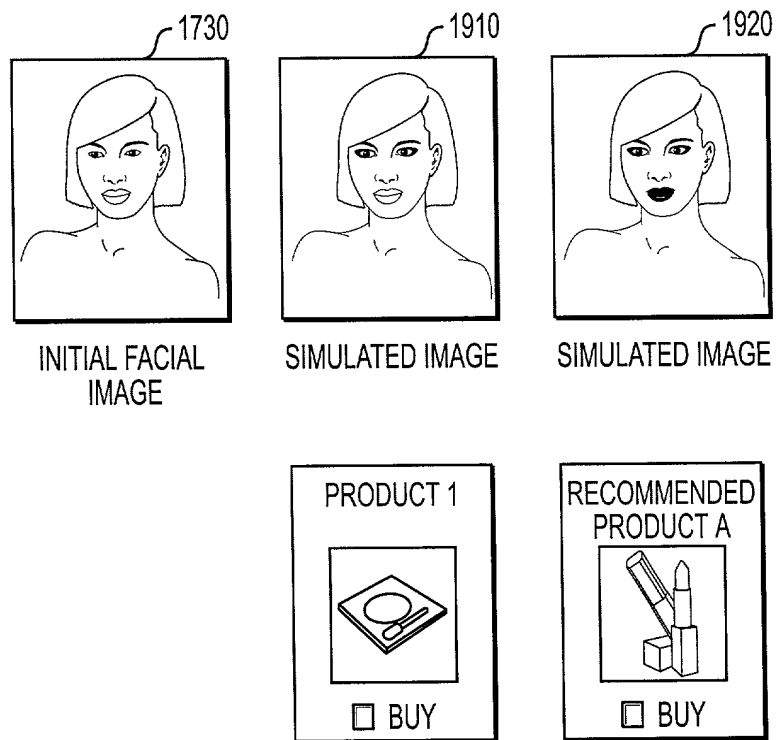


FIG. 19

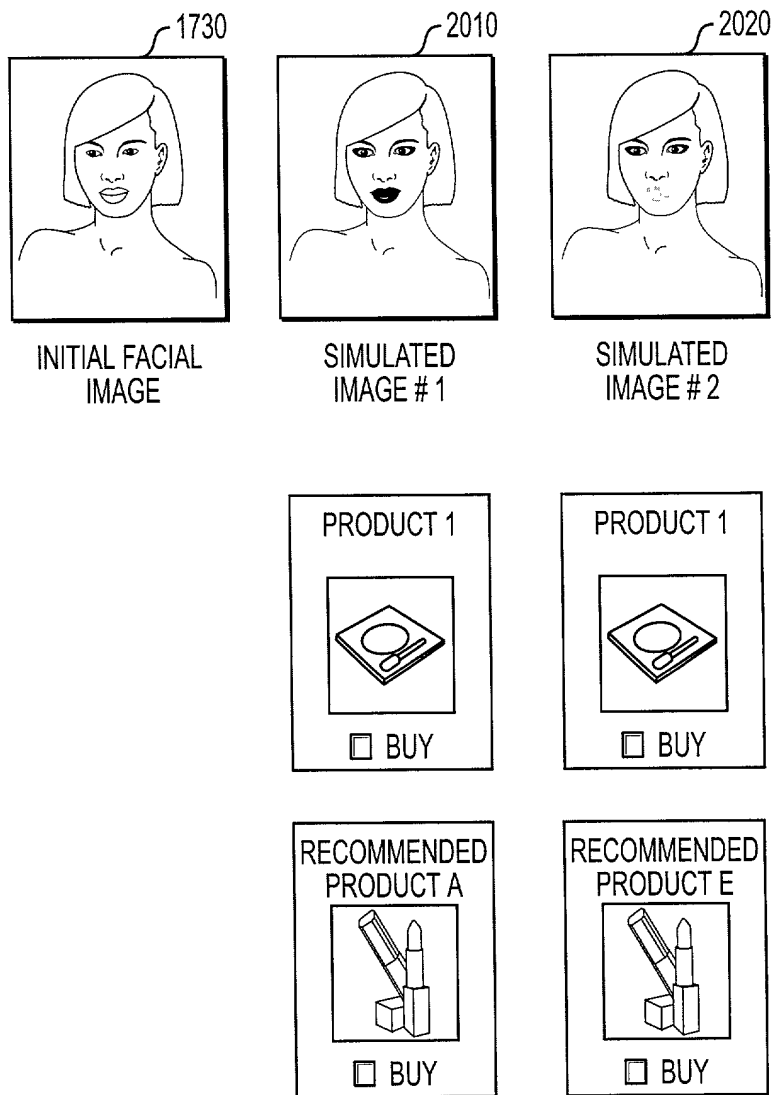


FIG. 20

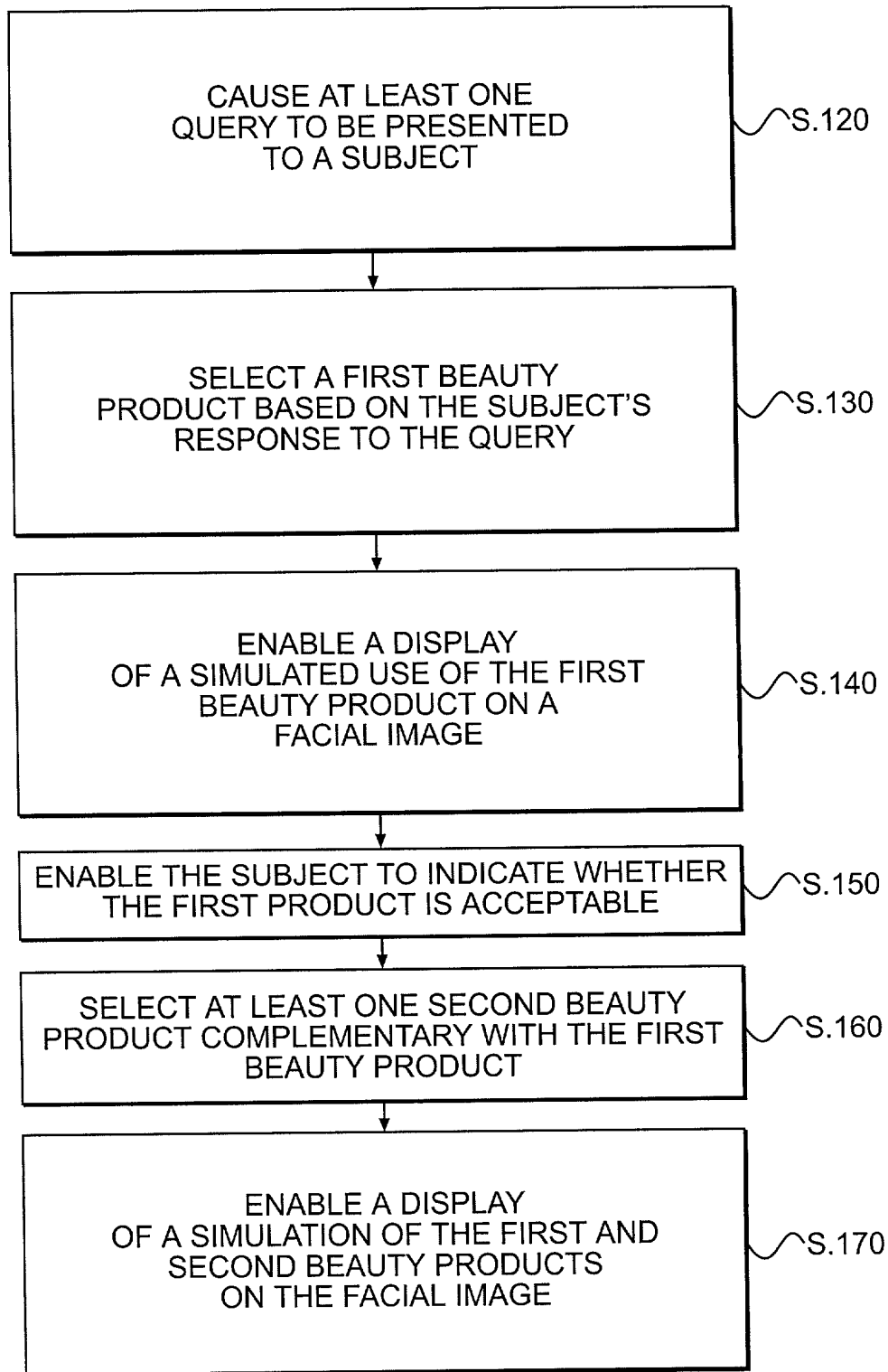


Figure 21A

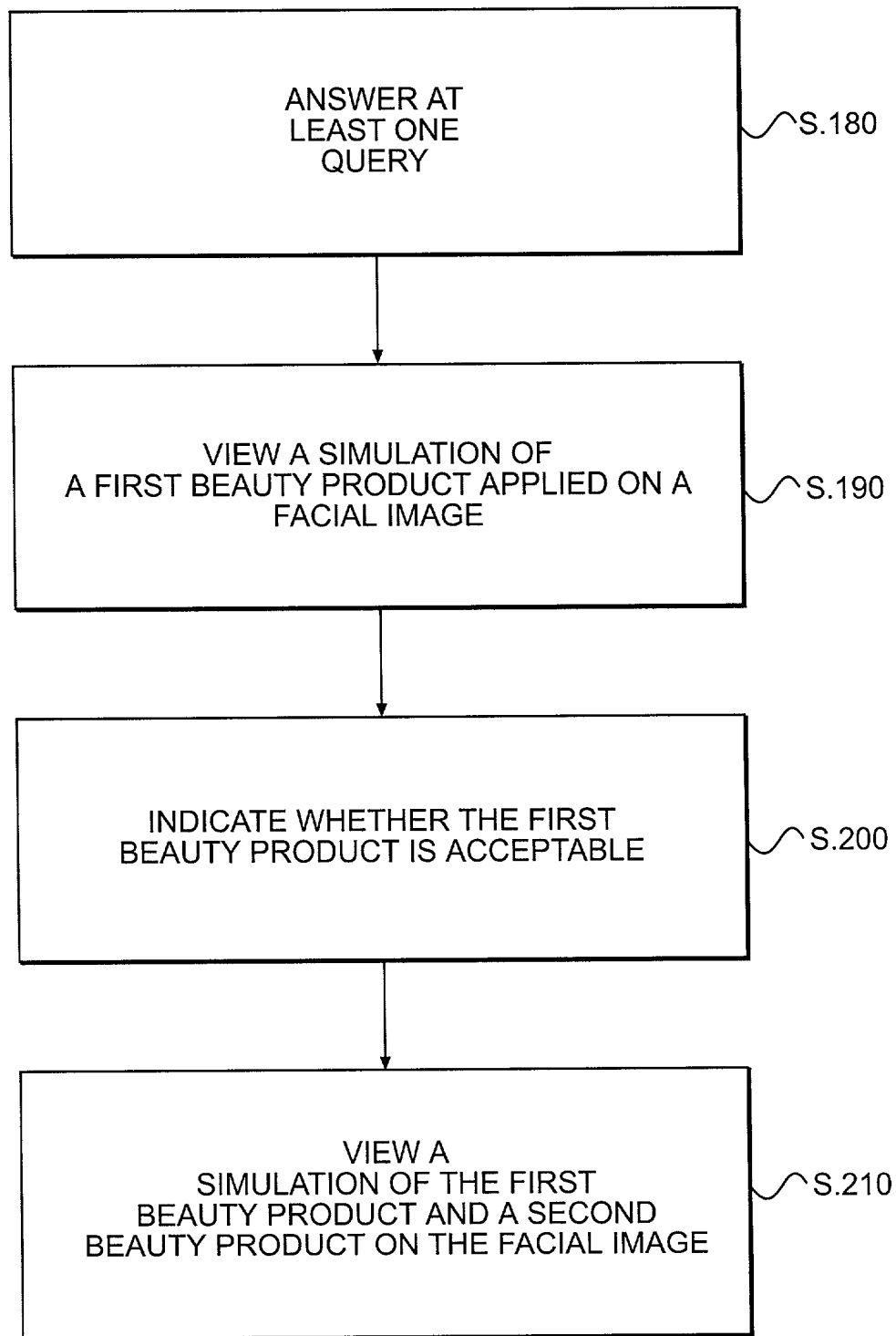


Figure 21B

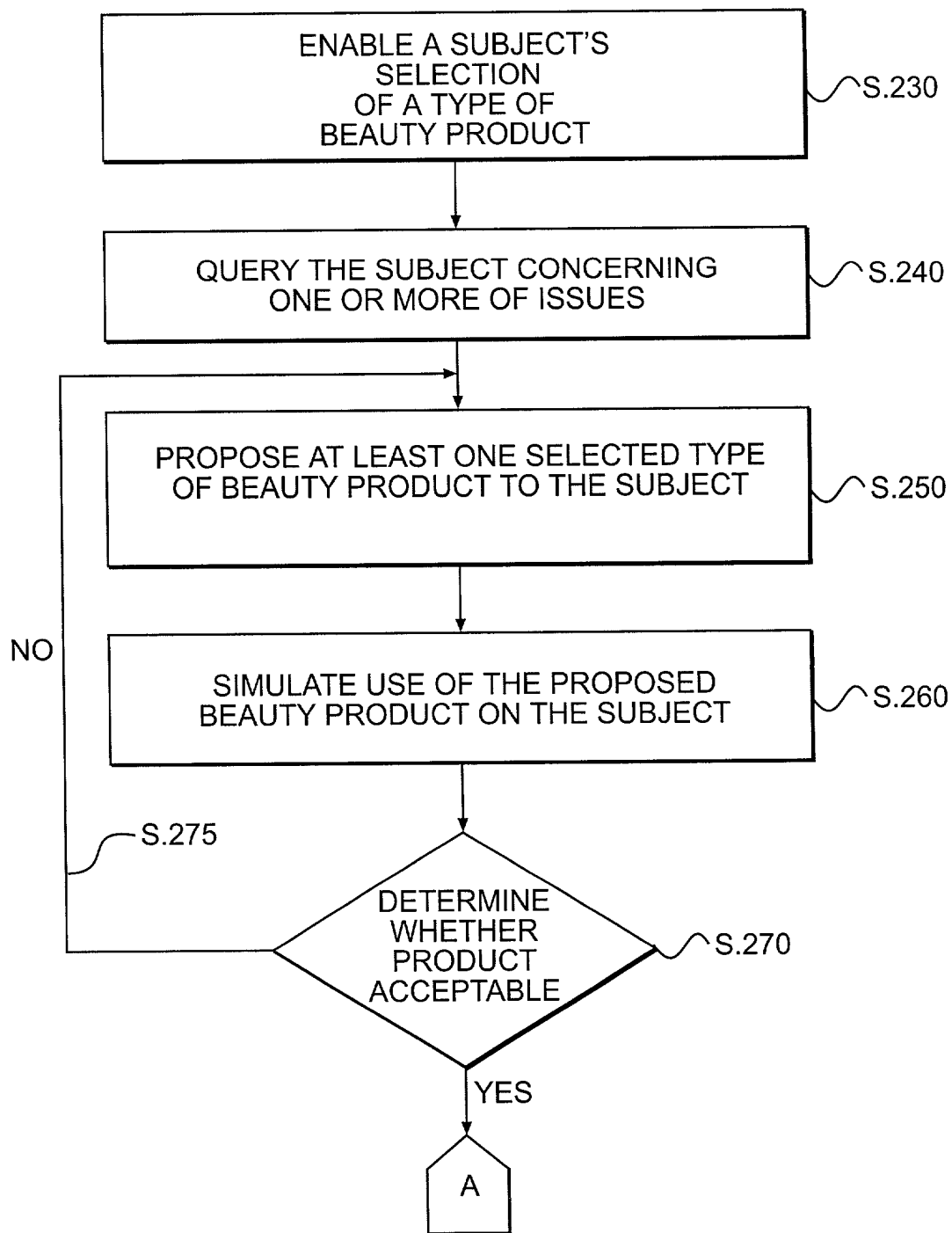


Figure 21C

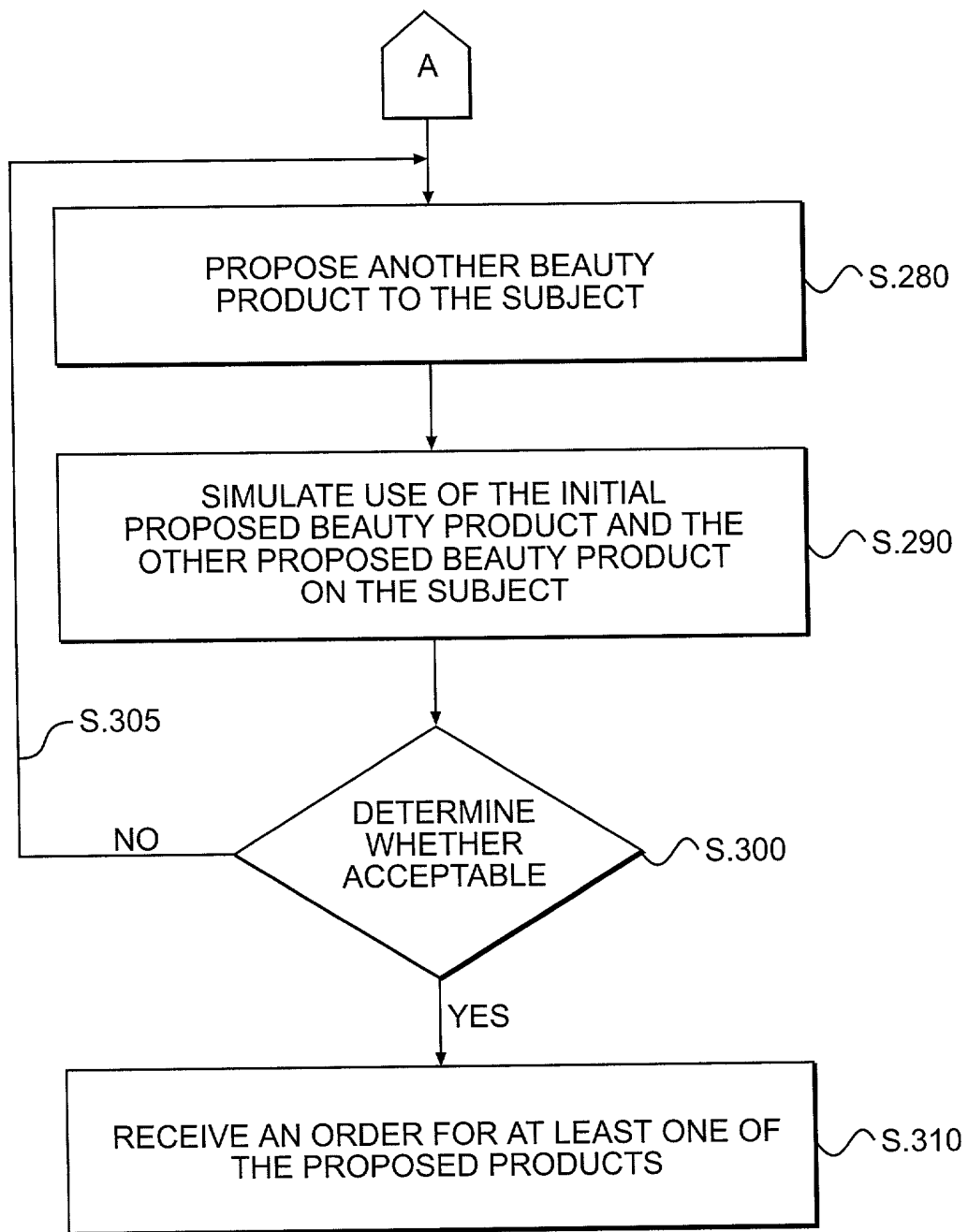


Figure 21D

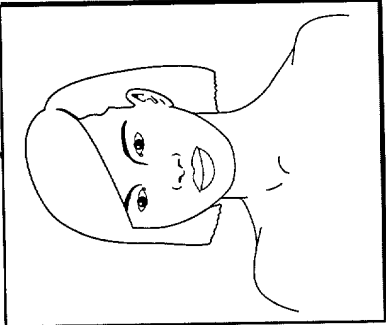
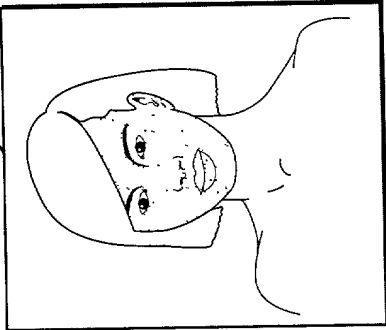
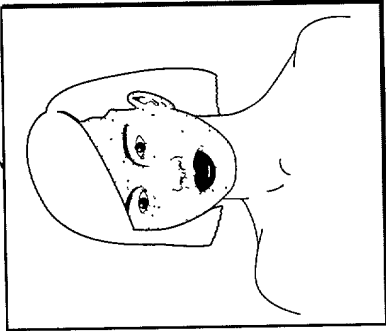
U.130		INITIAL IMAGE
U.140		SIMULATION OF A FIRST BEAUTY PRODUCT ON THE IMAGE
U.150		SIMULATION OF FIRST AND SECOND BEAUTY PRODUCTS ON THE IMAGE
<div>QUERY: _____ U.160</div> <div>SIMULATION OF THE FIRST BEAUTY PRODUCT ACCEPTABLE? <input checked="" type="radio"/> YES <input checked="" type="radio"/> NO U.170</div>		

Figure 22